

**LATINOS
& SOCIETY**
aspen institute

Aspen Latino Business Summit

Seizing the
Next Economy

September 7, 2023

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Welcome

Bienvenidos to the 2023 Aspen Latino Business Summit!

On behalf of the Aspen Institute, welcome to our Nation's Capital! We are delighted you're joining us to uplift policies, practices, and programs that best support Latino businesses, workers, ecosystem builders, and burgeoning entrepreneurs and innovators. This year's Summit theme, *Seizing the Next Economy*, will showcase the ways Latino communities are taking charge of their destinies.

Latinos are the engine revving up the U.S. economy with job creation, labor force participation, buying power, and other critical economic indicators contributing to total economic output of \$2.8 trillion in 2020. Latino business ownership and entrepreneurship are the fastest growing among all small business cohorts, representing a crucial segment of the American economy. Moreover, U.S. Department of Labor numbers indicate that the future workforce will be Latino, with an estimated 78% of net new workers between 2020-2030 forecasted as Hispanic.

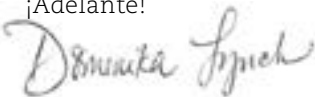
There is much to celebrate even as we tackle systemic inequities to unlock the full potential of American Latinos. Through our Aspen City Action Lab, our community-led partnerships are increasing collaboration and attracting new investments in our uniquely diverse and multifaceted small businesses. We foster healthy business ecosystems that maximize potential through inclusion and holistic support.

This year's distinguished speakers will explore market-making strategies to accelerate inclusive growth and capital ownership. We've crafted sessions on innovative capital solutions, capacity-building investments, digitalization, AI, and other critical discussions to scale businesses and ignite regional innovation.

Thank you for dedicating the next few days to learning, exchanging insights, and enriching your networks in the pursuit of transformative change. Together, we are contributing to a more prosperous and inclusive America for all.

We look forward to a productive and inspiring Summit!

¡Adelante!



Domenika Lynch

Vice President, Aspen Institute

Executive Director, Latinos and Society Program

Event Information

For more information about our **Speakers**, scan the QR code below.



To learn more about **Aspen Latinos**, scan the QR code below.



To read the **Principles for Latino Digital Success**, scan the QR code below.



WIFI NETWORK

Hyatt-Meeting

PASSWORD

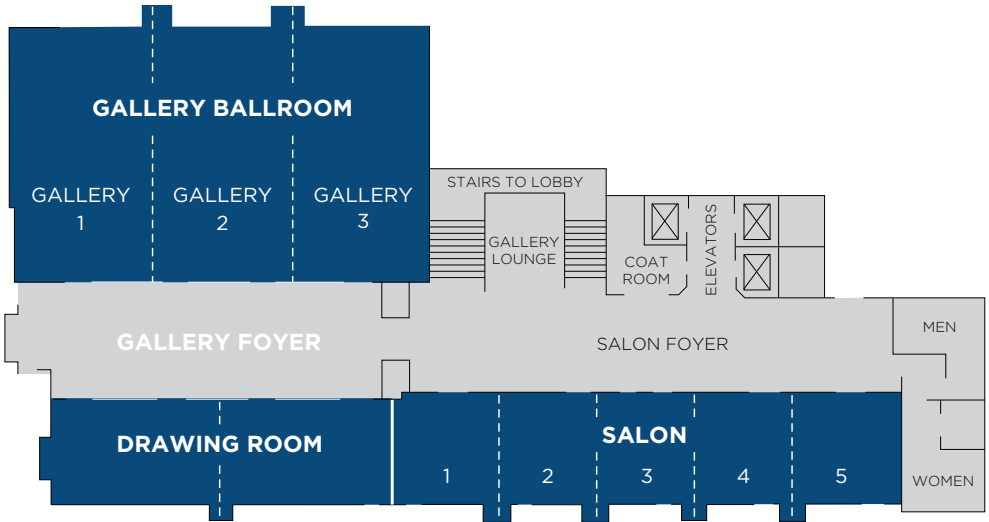
Aspen2023

Venue Floor Plan



PARK HYATT HOTEL

THE GALLERY



Schedule-at-a-Glance

Thursday, September 7, 2023



8:15 AM - 9:00 AM	BREAKFAST & REGISTRATION	Gallery Ballroom Foyer
9:00 AM - 9:15 AM	WELCOME REMARKS	Gallery Ballroom
9:15 AM - 9:45 AM	AMERICA'S LEADERSHIP IN THE NEXT ECONOMY	Gallery Ballroom
9:45 AM - 10:00 AM	DATA SPOTLIGHT: LATINO BUSINESS ACTION NETWORK	Gallery Ballroom
10:00 AM - 10:30 AM	MADE IN AMERICA: THE NEXT GEN SECTORS POWERING OUR ECONOMY	Gallery Ballroom
10:30 AM - 10:45 AM	BREAK	Gallery Ballroom Foyer
10:45 AM - 11:15 AM	THE NEXT WORKFORCE	Gallery Ballroom
11:15 AM - 11:20 AM	ENTREPRENEUR SPOTLIGHT	Gallery Ballroom
11:25 AM - 12:10 PM	THE NEW CIRCULAR ECONOMY	Gallery Ballroom

Schedule-at-a-Glance

Thursday, September 7, 2023



12:10 PM - 1:25 PM 12:35 - 12:40 PM 12:45 - 1:15 PM	LUNCH Entrepreneur Spotlight Fireside Chat with U.S. Small Business Administrator	Gallery Ballroom
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1:25 PM - 2:10 PM	INTERACTIVE BREAKOUT SESSIONS	
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2:10 PM - 2:15 PM	ENTREPRENEUR SPOTLIGHT	Gallery Ballroom
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2:20 PM - 3:05 PM	INNOVATIVE FINANCIAL SOLUTIONS	Gallery Ballroom
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3:05 PM - 3:35 PM	BUILDING WEALTH THROUGH ASSET OWNERSHIP	Gallery Ballroom
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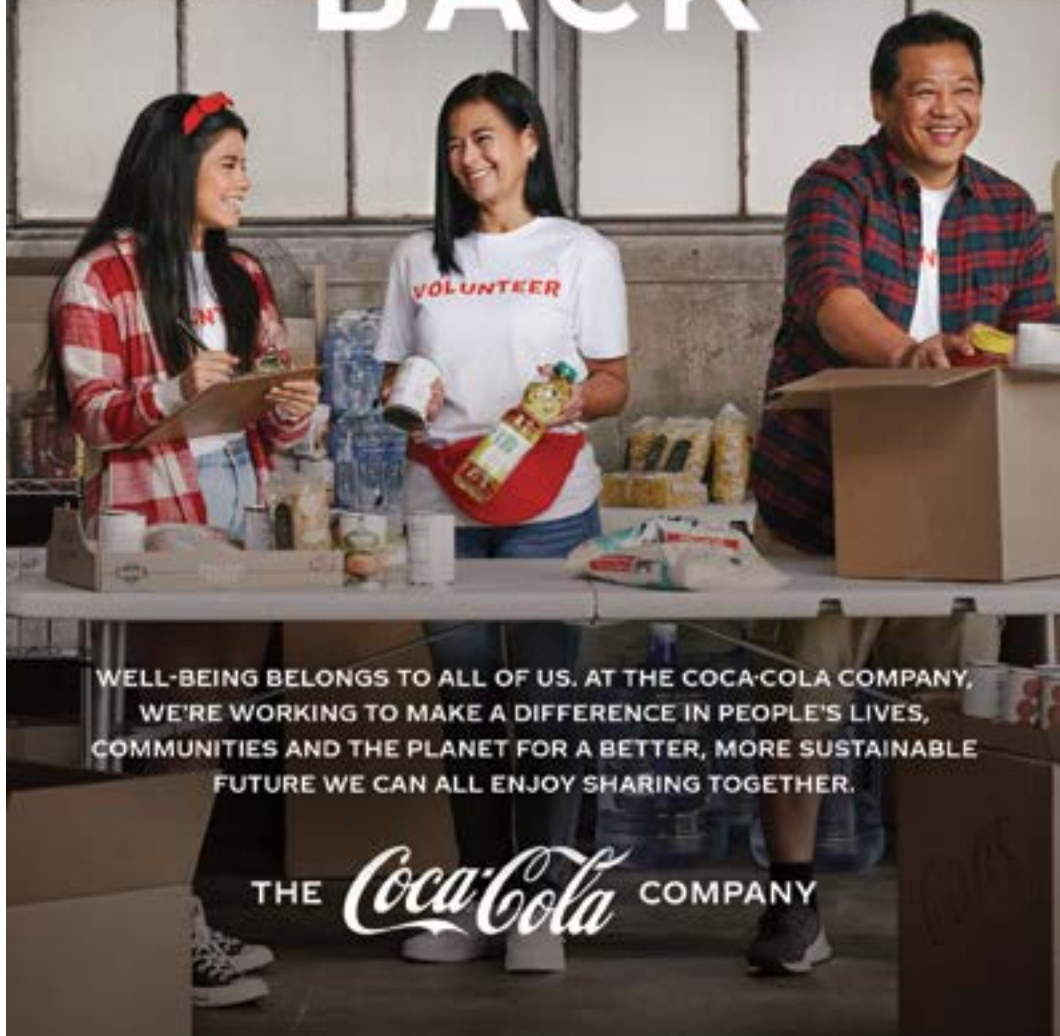
3:35 PM - 3:40 PM	ANNOUNCEMENT: SBA CYBER SUMMIT 2023	Gallery Ballroom
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3:45 PM - 4:15 PM	THE TRANSFORMATIVE POWER OF ARTIFICIAL INTELLIGENCE	Gallery Ballroom
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4:15 PM - 4:30 PM	CLOSING REMARKS	Gallery Ballroom
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4:30 PM - 6:00 PM	NETWORKING RECEPTION	Gallery Ballroom Foyer
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NOTHING IS MORE
CLASSIC
—
THAN
**GIVING
BACK**



WELL-BEING BELONGS TO ALL OF US. AT THE COCA-COLA COMPANY, WE'RE WORKING TO MAKE A DIFFERENCE IN PEOPLE'S LIVES, COMMUNITIES AND THE PLANET FOR A BETTER, MORE SUSTAINABLE FUTURE WE CAN ALL ENJOY SHARING TOGETHER.

THE *Coca-Cola* COMPANY



A happy place to call home

At Bank of America, we are committed to improving financial lives. We focus on issues that fundamentally connect to economic mobility — like workforce training, affordable housing and addressing basic needs. By partnering with organizations that drive local solutions, we can help people build better lives and create strong, sustainable local communities.

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BANK OF AMERICA 

Agenda

Thursday, September 7, 2023

Park Hyatt Hotel

8:15 - 9:00 AM

Gallery Ballroom Foyer

BREAKFAST & REGISTRATION

9:00 - 9:15 AM

Gallery Ballroom

WELCOME REMARKS

Ambassador Gaddi Vasquez, *Advisory Board Chair, Aspen Institute Latinos and Society Program*

Angie Garcia Lathrop, *Community Affairs Executive, Bank of America*

9:15 - 9:45 AM

Gallery Ballroom

AMERICA'S LEADERSHIP IN THE NEXT ECONOMY

Digitalization, technological changes, regional supply chains, and the push for sustainable business practices are defining what the future American economy will look like. The Federal Government has been preparing the country for this future by using the post-pandemic recovery period to roll out investments that will set the foundation for innovation in key sectors of the economy. One of the departments deploying this capital is the Department of Commerce. In this session, we will hear about the projected impact of this public capital and how communities can ensure they receive it and maximize it.

Don Graves, *Deputy Secretary, U.S. Department of Commerce*

Moderated by Henry Cisneros, *Chairman, American Triple I and Former Secretary, U.S. Department of Housing and Urban Development*

9:45 - 10:00 AM

Gallery Ballroom

DATA SPOTLIGHT: LATINO BUSINESS ACTION NETWORK

Gain valuable insights into the State of Latino Entrepreneurship through the latest research by the Latino Business Action Network. This session highlights achievements, identifies growth potential, and offers practical steps for scaling businesses in this dynamic environment.

Introduction by Victor Arias, *Managing Director, The Diversified Search Group*
Arturo Cazares, *CEO, Latino Business Action Network*

Agenda (cont.)

10:00 - 10:30 AM

Gallery Ballroom

MADE IN AMERICA: THE NEXT GEN SECTORS POWERING OUR ECONOMY

After decades of offshoring and outsourcing, the country is seeing a boom in factory construction and the production of key goods — electric vehicles and batteries, solar panels and wind turbines, semiconductors — that are necessary to enhance national security and accelerate the decarbonization of the economy. This transformation is being catalyzed by unprecedented federal policies and investments delivered through such measures as the Infrastructure Investment and Jobs Act, the CHIPS and Science Act, and the Inflation Reduction Act. This panel will feature high level officials from the US Department of Commerce, who will discuss how the agency is leading the national industrial transition.

Introduction by **Francisco Sánchez**, *Partner, Holland & Knight*

Ines Hernandez, *Counselor for Equity, U.S. Department of Commerce*

Rory Slatko, *Deputy Director of Public Engagement, U.S. Department of Commerce*

Moderated by **Bruce Katz**, *Director and Founder, Nowak Metro Finance Lab, Drexel University*

10:30 - 10:45 AM

Gallery Ballroom Foyer

BREAK

10:45 - 11:15 AM

Gallery Ballroom

THE NEXT WORKFORCE

To seize the next economy, Latino workers across all sectors need tools to thrive in an increasingly digital environment. Traditional industries such as retail, agriculture, manufacturing, construction and hospitality are in the midst of profound technological changes impacting business models and workforce needs. According to a 2023 National Skills Coalition report, 92% of all jobs in the US require digital skills. In this session, panelists will discuss the strategic importance of supporting the workforce in the digital transition, as well as feature best practices in digital upskilling and tech empowerment of Latino workers and professionals.

Introduction by **Diego Deleersnyder**, *Associate Director, Aspen Institute Latinos and Society Program*

Dwana Franklin-Davis, *CEO, Reboot Representation*

Frankie Miranda, *President and CEO, Hispanic Federation*

Moderated by **Juan Otero**, *Senior Vice President of Diversity, Equity, and Inclusion, Comcast Corporation*

Agenda (cont.)

11:15 - 11:20 AM

Gallery Ballroom

ENTREPRENEUR SPOTLIGHT: PROVIDING SUSTAINABILITY SOLUTIONS FOR COMPANIES

Edmerson Vasquez, *Chief Operating Officer, Neo Broadband and 3Cycle*

Gloria Martinez, *Owner, Chief Executive Officer and Chief Marketing Officer,, Neo Broadband and 3Cycle*

11:25 AM - 12:10 PM

Gallery Ballroom

THE NEW CIRCULAR ECONOMY

As sustainability becomes ingrained in the way we do business, companies are grappling with how to reduce their carbon footprint while maintaining the integrity of their business. In this session, we will learn how the circular economy can meet sustainability goals and be a vehicle to include more small businesses into their supply chain.

Introduction by **Alba Castillo Baylin**, *Vice President, Stakeholder and Social Impact Management, The Coca-Cola Company*

Anisha Joshi, *Director of Sustainability, The Coca-Cola Company*

Abraham Tueme, *Director of Sustainability, Coca-Cola Southwest Beverages*

Moderated by **Greg Gershuny**, *Executive Director of the Aspen Institute Energy and Environment Program (EEP) and Co-Director of Aspen Ideas: Climate*

12:10 - 1:25 PM

Gallery Ballroom

LUNCH

Entrepreneur Spotlight: Accelerating Economic and Social Transformation for Latinas | 12:35 - 12:40 PM

Patricia Mota, *CEO, Hispanic Alliance for Career Enhancement and Co-Founder, SHENIX*

Fireside Chat with U.S. Small Business Administrator | 12:45 - 1:15 PM

Recognizing the crucial significance of supporting Latina entrepreneurs, this Fireside Chat brings to the forefront the essential role they play in our dynamic economic landscape. Gain valuable insights during a compelling conversation with the Small Business Administration (SBA) Administrator. Discover actionable strategies aimed at empowering Latina-owned businesses, nurturing growth, resilience, and their consequential contributions to the business realm.

Introduction by **Domenika Lynch**, *Vice President, Aspen Institute, Executive Director, Latinos and Society Program*

Isabella Casillas Guzman, *Administrator, U.S. Small Business Administration*

Moderated by **Nina Vaca**, *Chairman and CEO, Pinnacle Group*

Agenda (cont.)

1:25 - 2:10 PM

INTERACTIVE BREAKOUT SESSIONS

Fostering Cybersafe Small Businesses

Salon 5

As small businesses increasingly rely on digital platforms and technologies, ensuring their cybersecurity is paramount. This breakout session on Fostering Cybersafe Small Businesses will explore the challenges and opportunities in protecting small businesses from cyber threats and promoting a culture of cybersecurity awareness.

Derrick Davis, *Director for Industrial Cyber Security, Office of Small Business Programs, U.S. Department of Defense*

Diego Deleersnyder, *Associate Director, Aspen Institute Latinos and Society Program*

Access to Capital

Salon 2/3

Equitable access to capital is crucial for the growth of Latino entrepreneurs and businesses. Join us in this interactive session to explore innovative strategies fostering entrepreneurship, driving economic development, and cultivating a thriving business ecosystem. Engaging with policymakers, industry leaders, and advocates, we will delve into challenges, successes, and best practices in expanding access to capital, aiming to fuel job creation and sustainable growth for underserved communities.

Jerónimo Anaya Ortiz, *Communications Lead, Square*

Nadia Marquez Pabst, *Vice President, Policy & Regulatory, Aypa Power*

Commercial Corridors as Cultural Assets

Salon 4

Commercial corridors play a critical role in the economic vitality and cultural identity of communities. This session will explore innovative strategies and best practices for leveraging these corridors to preserve and celebrate the unique cultural heritage of neighborhoods while driving economic growth.

Henry Cisneros, *Chairman, American Triple I and Former Secretary, U.S. Department of Housing and Urban Development*

Reverend Luis Cortes, *Founder, President and CEO, Esperanza*

Networking Session

Drawing Room

2:10 - 2:15 PM

Gallery Ballroom

ENTREPRENEUR SPOTLIGHT: ARTIFICIAL INTELLIGENCE FOR SMALL BUSINESSES

Jaime di Paulo, *President and CEO, Illinois Hispanic Chamber of Commerce*

Agenda (cont.)

2:20 – 3:05 PM

Gallery Ballroom

INNOVATIVE FINANCIAL SOLUTIONS

Latinos are the fastest growing segment of the small business ecosystem, yet struggle to find capital to sustain and grow their ventures. Technological advancements are opening new lanes of innovation in financing that can reach Latino and other underserved entrepreneurs who need it the most. Experts will discuss some of these models, such as revenue-based financing, venture capital, and alternate equity investments and how they can bridge the gap for Latinos.

Sandy Fernandez, *Vice President, MasterCard Center for Inclusive Growth*

Marcela Gallego, *Senior Vice President, Program Manager, Bank of America Charitable Foundation, Bank of America*

Radhy Miranda, *Program Officer, U.S. Equity and Economic Opportunity, The Rockefeller Foundation*

Moderated by **Nadia Marquez Pabst**, *Vice President, Policy & Regulatory, Aypa Power*

3:05 – 3:35 PM

Gallery Ballroom

BUILDING WEALTH THROUGH ASSET OWNERSHIP

According to McKinsey & Company, in 2019, the median wealth of a Latino household was approximately \$36,000, a stark contrast to that of White households at an estimated \$188,200. Asset ownership is an important driver of wealth building and accumulation that is critical to tapping into the economic potential of the Latino community. This session will explore inclusive home ownership, commercial ownership, and asset building strategies, with the aim of narrowing economic disparities.

Laura Arce, *Senior Vice President for Economic Initiatives, UnidosUS*

Marla Bilonick, *President and CEO, National Association for Latino Community Asset Builders*

Moderated by **Ruben Barrales**, *Senior Vice President for External Affairs, Wells Fargo*

3:35 – 3:40 PM

Gallery Ballroom

ANNOUNCEMENT: SBA CYBER SUMMIT 2023

Introduction by **Mike Valdes-Fauli**, *President, Chemistry Cultural*

Mark Madrid, *Associate Administrator, U.S. Small Business Administration*

Agenda (cont.)

3:45 - 4:15 PM

Gallery Ballroom

THE TRANSFORMATIVE POWER OF ARTIFICIAL INTELLIGENCE

As Artificial Intelligence continues to reshape industries and economies, understanding its impact on underserved populations becomes increasingly vital. Responsible AI implementation holds the potential to create a more equitable landscape, bridging existing gaps and driving sustainable economic development. With Latinos being the fastest-growing segment entering the workforce, AI can become a catalyst for inclusive economic growth, unlocking unparalleled opportunities for Latino-owned businesses and entrepreneurs. This session will explore how AI can ignite innovation, expand access to crucial opportunities, and bridge the digital divide, ultimately empowering Latino entrepreneurs and workers alike.

Introduction by **Mike Valdes-Fauli**, *President, Chemistry Cultura*

Dr. Deborah Berebichez, *Physicist, Data Scientist, TV host, Founder and CEO, Solve for You*

Moderated by **Nely Galán**, *Media Executive, Entrepreneur, Producer, and New York Times Bestselling Author*

4:15 - 4:30 PM

Gallery Ballroom

CLOSING REMARKS

Domenika Lynch, *Vice President, Aspen Institute, Executive Director, Latinos and Society Program*

Introduction by **Ambassador Gaddi Vasquez**, *Advisory Board Chair, Aspen Institute Latinos and Society Program*

Corporate host remarks by **Janie Gonzalez**, *Board Chair, CPS Energy*

4:30 - 6:00 PM

Gallery Ballroom Foyer

NETWORKING RECEPTION

Distinguished Speakers



JERÓNIMO ANAYA ORTIZ

*Communications Lead
Square*

Jerónimo Anaya Ortiz is a seasoned, bilingual public relations expert who has worked in a variety of roles across tech and government. He has nearly a decade of experience in executive, corporate, product, and policy communications. As a Communications Lead at Square, Jerónimo has led PR efforts related to Square's Spanish-language availability in the US, and was instrumental in the launch of FORWARD, Square's accelerator for Black and Latino-owned businesses. Prior to his work at Square, Jerónimo served as Communications Director for a member of the US House of Representatives, Speechwriter to the Speaker of the Colorado House of Representatives, and supported the Hispanic Media Team during the 2016 Democratic National Convention, among other roles.

Distinguished Speakers



LAURA ARCE

*Senior Vice President for Economic Initiatives
UnidosUS*

Laura Arce is Senior Vice President for Economic Initiatives at UnidosUS. Laura rejoined UnidosUS in 2022 to develop, launch, and lead the “Home Ownership Means Equity (HOME)” Initiative – a multi-year institutional priority that seeks to transform the economic trajectory of Latinos through homeownership.

Prior to joining UnidosUS, Laura was Senior Vice President for Public Policy for Wells Fargo & Co. where she led public policy analysis and engagement on consumer banking, consumer lending, and community reinvestment. She previously served as Senior Policy Analyst at the Federal Housing Finance Agency where she oversaw reforms to Fannie Mae and Freddie Mac mortgage servicing policies and products during the foreclosure crisis. During her tenure at FHFA, Laura was awarded the Distinguished Service Award and served as an Excellence in Government Fellow.

Laura has over 20 years of experience in financial services and Washington, DC with senior positions in the private, nonprofit, and public sectors. She successfully co-authored the certification application for the Raza Development Fund, the first CDFI sponsored by a civil rights organization and secured federal funding to establish a national network of housing counseling agencies focused on increasing Latino homeownership.

Laura is a first-generation American and a second-generation graduate of the University of California at Berkeley. She holds a master’s degree in urban planning from Rutgers University where she was a Community Development Fellow. Laura grew up in Oakland, CA – bilingual and bicultural – and is based in Washington, DC.

Distinguished Speakers



VICTOR ARIAS

*Managing Director
The Diversified Search Group*

Victor Arias, Jr. is a Managing Director at The Diversified Search Group and is in charge of the DFW office. He is practice leader of the Consumer practice and also the Real Estate practice, and a core member of the Board of Directors practice.

Earlier in his career, Victor served as Senior Client Partner at Korn Ferry and also worked at Heidrick & Struggles and Spencer Stuart.

He has served on various boards including Popeye's Louisiana Kitchen (NASDAQ: PLKI) and retired in 2016 after 15 years. Victor currently serves on the board of the US Hispanic Chamber of Commerce, the Latino Corporate Directors Association (co-founder), The Alumni Society, and the Catholic Foundation. Victor is a co-founder and past President of the National Society of Hispanic MBAs (now Prospanica) and served as a member of the Notre Dame Institute of Latino Studies board. Victor served 10 years on the Stanford University Board of Trustees and is a co-founder and current chair of the Latino Business Action Network (LBAN) which is the key collaborator with Stanford University for the Stanford Latino Entrepreneurship Initiative.

Victor stayed active with his alma mater UTEP and he previously served as a White House Fellows Commissioner under President George W. Bush.

Victor earned his BBA from the University of Texas, El Paso, and his MBA is from Stanford University.

Distinguished Speakers



RUBEN BARRALES

*Senior Vice President for External Affairs
Wells Fargo*

Ruben Barrales is Senior Vice President for External Engagement at Wells Fargo. He works to advance Wells Fargo’s diversity and inclusion efforts for employees, customers, and the communities we serve.

Barrales previously served as president & CEO of the San Diego Regional Chamber of Commerce, and of Joint Venture: Silicon Valley Network. He also led an effort focused on increasing the number of Latinos elected to state and local government.

Prior, Barrales served in the White House as Deputy Assistant to the President and Director of White House Intergovernmental Affairs.

The son of Mexican immigrants, Ruben was the first Latino elected to the San Mateo County (California) Board of Supervisors. He was recognized as one of the “100 Most Influential Hispanics” in the United States by Hispanic Business Magazine, and he received the “Ohtli Award” from the Government of Mexico for his commitment to improving the well-being of Hispanics in the United States.

Distinguished Speakers



DR. DEBORAH BEREICHEZ

*Physicist, Data Scientist, and TV host
Founder and CEO
Solve for You*

Dr. Deborah Berebichez is Founder & CEO of Solve For You, where she directs a team of experts using data, statistics and computational solutions to help companies succeed in the digital era. She is a strategic thought leader in AI and quantum computing; passionate about driving data-based solutions into new realms. She has 20+ years of experience creating analytics products, scaling AI solutions, and helping companies improve their performance through data-based applications and services. The first Mexican woman to earn a Ph.D. in physics from Stanford, Deborah completed her doctorate with two Nobel laureates: Steve Chu (former US Secretary of Energy) and Robert Laughlin. Deborah is an award-winning science-communicator who has a life-sized 3D statue of her, created by the American Association for the Advancement of Science on display in Washington, DC. She is also a public speaker and a TV presenter, currently appearing on “Weird Earth” on the Weather Channel. Selected by WIRED as part of the “Most Inspiring Women of the Decade” list.

Distinguished Speakers



MARLA BILONICK

President and CEO

National Association for Latino Community Asset Builders

Marla Bilonick is NALCAB's President & CEO and the CEO of NALCAB's subsidiary asset management company, Escalera Community Investments.

A seasoned veteran in the arena of economic and community development, Marla brings over 20 years of expertise in small business development, community-based financial services, and international aid with an emphasis on Latin America and the US Latino population.

Marla is a board member of the Opportunity Finance Network (OFN), National Housing Trust, Self Help Ventures Fund, and Smart Growth America. She also serves on Capital One and PNC Banks' respective Community Advisory Councils.

In 2022 Marla was appointed by President Biden to serve on the Department of Treasury's CDFI Fund Community Development Advisory Board, becoming the first Latina (or Latino) to be elected Chair of that Board and only the second female to Chair the Board in its 27-year history.

Distinguished Speakers



THE HONORABLE ISABELLA CASILLAS GUZMAN

Administrator

U.S. Small Business Administration

Isabella Casillas Guzman was sworn in as the 27th Administrator of the U.S. Small Business Administration on March 17, 2021. She serves as the voice for America's 30 million small businesses and innovative startups in President Biden's Cabinet.

Administrator Guzman grew up in a small business family and has been an entrepreneur herself. She has spent her entire career advising entrepreneurs, launching ventures, helping small businesses navigate government, and creating policies and programs to help advance entrepreneurship and innovation.

Most recently, she served as the Director of the California Office of the Small Business Advocate where she helped small businesses and innovative startups in the world's fifth largest economy start, expand and grow. She advocated fiercely for financial relief for small businesses and focused on expanding assistance to entrepreneurs in underserved communities. In addition, she served as the economic recovery support function coordinator for the state, where she spearheaded the small business recovery effort during the COVID-19 pandemic.

Distinguished Speakers



ALBA CASTILLO BAYLIN

*Vice President, Stakeholder and Social Impact Management,
The Coca-Cola Company*

Alba Castillo Baylin is Vice President of Stakeholder and Social Impact Management, Coca-Cola North America Operating Unit. In this role she leads stakeholder partnerships, philanthropy strategy, community marketing and engagement, nonprofit board placement, employee volunteerism and disaster relief.

Previously Alba held the position of Vice President of Customer Marketing for North America Foodservice customers. Before that she served as Hispanic Marketing Group Director in North America, leading the Company's largest ever Hispanic-focused marketing program for the 2014 FIFA World Cup. This program won multiple awards for digital and social media.

Joining The Coca-Cola Company in 1999 after ten years in the hospitality industry, Alba fulfilled roles of increasing responsibility in Worldwide Public Affairs and Communications, Strategic Partnership Marketing, and Customer & Commercial Leadership. For six years she was assigned to the Company's Latin America Group, first as Director of Revenue Growth Management and later as Group Director, Shopper Marketing.

Alba has been recognized by Ser Padres Magazine as one of 25 Latina Executive Moms Making a Difference. In 2019 Alba was inducted into Delta Sigma Pi as the National Honorary member of the year. The following year Florida International University's Chaplin School of Hospitality Management named Alba 2020 Distinguished Alumnus. She is a strong advocate for community service and serves on the boards of the Georgia State University Foundation, the Woodruff Art Center's Alliance Theatre, Junior Achievement of Georgia, Leadership Atlanta and UnidosUS Corporate Board of Advisors.

Distinguished Speakers



ARTURO CAZARES

*Chief Executive Officer
Latino Business Action Network*

Arturo Cázares is the CEO of Latino Business Action Network (LBAN), a non-profit that is empowering Latino entrepreneurship across the country. LBAN collaborates with Stanford University to produce foundational research on U.S. Latino owned businesses. We also deliver a transformative Business Scaling program at Stanford for U.S. Latino business owners. During the program participants are assigned mentors and connected to capital providers. Once they graduate, they join an active national alumni network of Latino business owners.

Prior to LBAN, Cázares was a senior executive at various technology companies. He has experience at start-up as well as leading global multi-billion-dollar revenue organizations with thousands of employees around the world.

Cázares was a child immigrant from Mexico to the central valley of California. He has an Electrical Engineering degree from Stanford and an MBA from the Stanford Graduate School of Business.

Distinguished Speakers



HENRY CISNEROS

*Chairman, American Triple I
Former Secretary, U.S. Department of Housing and Urban Development*

Henry Cisneros is Chairman of American Triple I, an infrastructure investment firm in New York. He is also a Vice Chairman of the Board of Directors & Equity Owner of Shank Williams Cisneros & Co., L.L.C, and Principal of Siebert Williams Shank & Co., LLC, a national municipal and corporate finance firm.

Mr. Cisneros' community-building career began at the local level. After serving three terms as a City Councilmember, in 1981, Mr. Cisneros became the first Hispanic-American mayor of San Antonio, Texas. In 1992, President Clinton appointed Mr. Cisneros to be Secretary of the U.S. Department of Housing and Urban Development (HUD). After HUD, Mr. Cisneros became president and chief operating officer of Univision Communications.

Mr. Cisneros served as President of the National League of Cities, Deputy Chair of the Federal Reserve Bank of Dallas, and Vice-Chairman of Habitat for Humanity International. He remains active in San Antonio, as former Chairman of the San Antonio Chamber of Commerce, the San Antonio Economic Development Foundation, the San Antonio Hispanic Chamber of Commerce, and BioMed SA.

Mr. Cisneros holds a Bachelor of Arts and a master's degree in Urban and Regional Planning from Texas A&M University, where he has been designated a Distinguished Alumnus. He earned a Master's degree in Public Administration from Harvard University, was a graduate assistant in urban economics at the Massachusetts Institute of Technology, holds a Doctorate in Public Administration from George Washington University, and has been awarded more than 20 honorary doctorates from leading universities.

Distinguished Speakers



REVEREND LUIS CORTÉS, JR.

*Founder, President and CEO
Esperanza*

The Reverend Luis Cortés, Jr. is the Founder and CEO of Esperanza, a leading Hispanic faith-based network in the United States and prominent voice for Latinos in America. Rev. Cortés founded Esperanza in 1986 with the Hispanic Clergy of Philadelphia. Driven by the biblical mandate to serve and advocate for “the least of these” (Matthew 25:40), Esperanza strengthens Hispanic communities and those who live within them.

Under Rev. Cortes’ leadership Esperanza has grown from a one-person operation to address the unmet needs of Latinos in Philadelphia to more than 630 employees and \$72M in operations across a family of institutions and programs. Together, these work to build an “opportunity community” in Hunting Park.

In 2016, Rev. Cortés was chosen by the Urban Institute as one of the nation’s leading experts, advocates, and academics from across the country for the US Partnership on Mobility from Poverty.

Rev. Cortés was listed as one of Time magazine’s 25 Most Influential Evangelicals and was the 2019 recipient of the Philadelphia Award. He presented the Invocation Prayer at the 2013 Inauguration Luncheon for President Barak Obama and participated in White House roundtables under President George W. Bush.

Rev. Cortés graduated with honors from City College, NY, earned a Master of Divinity as an Urban Theology Fellow from Union Theological Seminary, and a master’s degree in Economic Development from Southern New Hampshire University. He is a Senior Nonresident Fellow for the Program for Research on Religion and Urban Civil Society at the University of Pennsylvania.

Distinguished Speakers



DERRICK T. DAVIS

*Director for Industrial Cyber Security
Office of Small Business Programs
U.S. Department of Defense*

Derrick T. Davis is currently the Director for Industrial Cyber Security for the Office of Small Business Programs (OSBP). He directly oversees several programs in support of the U.S. Department of Defense (DoD), including Project Spectrum cybersecurity outreach initiative. Mr. Davis provides strategic leadership for several teams of communications, cybersecurity, and program-support professionals. He utilizes his extensive experience with national security technology and policy strategy to direct cybersecurity.

Distinguished Speakers



DIEGO DELEERSNYDER

Associate Director

Aspen Institute Latinos and Society Program

Diego leads the Aspen Latino Digital Inclusion Initiative, which aims at identifying, developing and uplifting promising ecosystem approaches that better prepare Latinos to compete in a 21st century digital economy. Originally from Buenos Aires, Argentina, Diego has extensive experience in local capacity building, economic development, and urban management projects in the public and not-for-profit sectors in Latin America, Europe, and the USA.

At CIPPEC, one of Latin America's leading think tanks, he was responsible for the design and implementation of research and technical assistance projects in topics such as the gig economy, entrepreneurial ecosystems, and the coordination of metropolitan policies. He also worked as a program manager in the Argentine federal government, where he led a team to build local governments' capacities for economic development policy. In this role, he created the National Network of Productive Municipalities, a collaborative platform encompassing over 400 local governments.

In London, Diego worked as a researcher in international development at the UK Parliament, where he also administered the All-Party Parliamentary Group on Mexico. Subsequently, he worked as a graduate consultant at the Community Development Unit of the Federal Reserve Bank of New York, where he co-led a team in devising an impact measurement framework for assessing racial equity implications in community development projects and partnerships.

Diego holds a Master's degree in International Affairs from Columbia University – SIPA, a MSc in Local Economic Development from the London School of Economics (UK), and a MSc in Urban Economics from Universidad Torcuato Di Tella (Argentina). He received a B.A. in Political Science from Universidad de Buenos Aires (Argentina).

Distinguished Speakers



JAIME DI PAULO

*President and CEO
Illinois Hispanic Chamber of Commerce*

Jaime di Paulo is President & CEO of the Illinois Hispanic Chamber of Commerce (IHCC), the leading Hispanic business networking, advocacy, and development organization in the Midwest. Under his leadership since 2019, the IHCC team intensified their commitment to assist the Latino business community, providing direct assistance and working closely in collaboration with all stakeholders. As CEO, di Paulo has sought to multiply the networks with various Chambers of Commerce locally and nationally, working with them to bring resources to the small business community.

Jaime di Paulo Integrated the first cohort for the Aspen Institute Latinos and Society Program's City Action Lab serving as chair of the cohort. He provided relevant insights on the local economy, main macroeconomic trends, and research opportunities for the program.

In 2020, di Paulo became a distinguished member of The Economic Club of Chicago, a prestigious organization dedicated to bringing together the most influential men and women in the economic circle of Chicago, the third most important city in the United States. Also, the Government of Mexico, through the Ministry of Foreign Affairs, officially recognized him as one of the most influential Mexican Americans in the Midwest, the second most important economic region in the country.

In association with 1871 –one of the best business incubators in the country, di Paulo has tried to strengthen the LATINX Incubator program, enabling young Hispanics tech companies to develop as innovators in technology and present their ideas to prominent equity holders, allowing them to gain capital funds.

Distinguished Speakers



SANDY FERNANDEZ

Vice President

MasterCard Center for Inclusive Growth

Sandy is Vice President, Social Impact for North America at the Mastercard Center for Inclusive Growth where he is responsible for developing and implementing the Center's economic development strategy and programs across North America,

Prior to Mastercard Sandy held senior roles at Citigroup and JPMorgan Chase & Co. where he developed national community and economic development programs. He began his career in the community health field conducting outreach, research and providing education on diabetes and cardiovascular health in low income and Spanish speaking immigrant communities.

Sandy currently serves on the boards of Community Resource Exchange, Enterprising Ventures of Color, and the South African National Children's Theatre. He holds an M.P.A. from New York University and a B.A. from Boston University and is an Eisenhower Fellow.

Distinguished Speakers



DWANA FRANKLIN-DAVIS

CEO

Reboot Representation

Dwana Franklin-Davis is the CEO of Reboot Representation. She is a collaborative and compelling visionary leading the Tech Coalition's pooled philanthropic investments that enable Black, Latina, and Native American women to graduate with computing degrees by 2025 and lessens the diversity gap in tech.

A lifelong technologist with a passion for increasing diversity, equity, and inclusion in the tech sector, Dwana joined Reboot Representation in 2019 after working in IT, software engineering, and leadership positions for Mastercard, May Department Store Companies, and IBM. Based in New York City, Dwana holds a BS in Management from Purdue University, an MS in Information Management from Washington University in St. Louis, and a Certificate in Project Management from Washington University in St. Louis.

Distinguished Speakers



NELY GALÁN

*Media Executive, Entrepreneur, and Producer
and New York Times Bestselling Author*

Nely Galán is a self-made media entrepreneur. She was the first Latina President of Entertainment for a U.S. television network- Telemundo, an Emmy Award winning producer of over 700 television shows in English and Spanish, including the hit reality series, “The SWAN” for 20th Century Fox, which she produced through her multi-media company Galan Entertainment. Her company has launched over 10 television channels abroad for companies like HBO, ESPN, FOX, MGM and Sony.

Galan took a mid-career sabbatical, completing a masters and doctorate in Clinical Psychology, where she focused on the Psychology of Money, in multicultural communities. She is the founder of The Adelante Movement non-profit, to empower and train Latina and other multicultural women economically and entrepreneurially. Her New York Times bestselling book SELF MADE, Becoming Empowered, Self-Reliant, and Rich in Every Way (2016) (published in English, Spanish and Mandarin) about the revolution in women’s entrepreneurship led by multicultural women in the U.S. and emerging women around the world. Galán is a sought-after speaker – appearing in over 500 cities in the last 5 years. Her next book, to be published in 2021, Don’t Buy Shoes Buy Buildings! – Creating Wealth for the Rest of Us will inform those who currently work for others how to invest to “ make money while we sleep” and become Self Made. Galan is devoted to creating financial literacy and wealth building in communities of color with her new podcast MONEYMAKER on the Money News Network, and its Spanish language companion, MI MUNDO RICO.

Distinguished Speakers



MARCELA GALLEGO

*Senior Vice President, Program Manager
Bank of America Charitable Foundation*

Marcela Gallego leads Small Business Resiliency for the Bank of America Charitable Foundation, supporting the creation, resiliency and growth of Small and Minority-Led businesses, through the development and delivery of innovative philanthropic and programmatic initiatives. In this role she is responsible for building partnerships with nonprofit organizations who provide access to capital, technical assistance, and access to mentorships, networks and new marketplaces, to overlooked entrepreneurs.

Marcela joined Bank of America in 2003 as a Management Associate in Nashville, and has held various roles within the firm that include Consumer Banking Market Leader, Community Banking Execution Manager, and served as a Program Manager for Consumer Digital Preferred where she managed a number of key Life Engagement & Adoption initiatives. She joined the Environmental, Social and Governance team in 2020 to support the Bank's Racial Equality and Economic Opportunity commitment.

Marcela moved to the United States from Colombia in the year 2000 after graduating from El Rosario University with a bachelor's degree in business administration and a master's in marketing.

She is a member of the Hispanic Latino Executive Council, Parents and Caregivers Network, and LGBTQ+Pride Employee Networks, as well as a Better Money Habits Champion lead, actively promoting financial empowerment, associate development, and mentoring opportunities.

She resides in South Florida with her husband Alvaro and her daughter Lucia.

Distinguished Speakers



ANGIE GARCIA LATHROP

*Community Affairs Executive
Bank of America*

ANGIE GARCIA LATHROP is Bank of America's Community Affairs Executive for Corporate Social Responsibility. Lathrop oversees strategic alliances with national nonprofit community organizations and directs outreach to customer advocates related to the bank's retail consumer business. Two notable results of these collaborations include the 2021 launch of Balance Assist, the bank's revolutionary short-term, low-cost loan, and the 2018 introduction of the company's first-ever Latinos in Finance workforce training pilot with UnidosUS, reaching 19 cities in 2022.

Prior to Bank of America, Lathrop spent seven years at Freddie Mac as a Senior Director of Industry Relations and served as a Professional Staff Member of the Committee on Financial Services in the U.S. House of Representatives under Ranking Member Henry B. Gonzales (D-TX) and Ranking Member John LaFalce (D-NY).

Lathrop is a member of Bank of America's Hispanic-Latino Executive Council and the Executive Sponsor of the bank's Hispanic-Latino employee network in D.C. She's an active member of the UnidosUS Corporate Board of Advisors and Chairs the US Hispanic Chamber of Commerce Senior Corporate Executive Council. In 2016, she was recognized by the U.S. Hispanic Chamber as the Corporate Advocate.

She serves as Board Member of Pathway Homes of Fairfax, VA, the Capital Area Food Bank of Washington D.C. and the National Homelessness Law Center and Chairs the Finance Committee for the National Housing Conference of Washington D.C. Lathrop received a Bachelor of Arts and Juris Doctorate from the University of Arizona. She resides in Arlington, VA with her husband and two children.

Distinguished Speakers



GREG GERSHUNY

*Executive Director, Aspen Institute Energy and Environment Program (EEP)
Co-Director, Aspen Ideas: Climate*

Greg Gershuny is the Executive Director of the Aspen Institute Energy and Environment Program (EEP) and Co-Director of Aspen Ideas: Climate, a public forum focused on climate solutions. The Energy and Environment Program works with people, organizations, and governments to take greater action on solving climate change. Prior to joining the Aspen Institute in 2016, Greg served as the Chief of Staff for Energy Policy at the U.S. Department of Energy, and in several roles at the White House, including Director of Energy and Environment at PPO and as a Science, Technology, and Innovation Policy advisor under President Barack Obama.

Distinguished Speakers



JANIE GONZALEZ

*Board Chair
CPS Energy*

Janie Martinez Gonzalez is the founder and President & CEO of Webhead, a company leading the space of Product Modernization, Cloud Technologies, AI, Cyber, and 5G technology for critical mission support and services for the Department of Defense, the National Geospatial-Intelligence Agency, the Defense Health Agency, Texas Workforce Solutions Organizations, Texas Department of Criminal Justice Center, and Bexar County.

Janie brings over 25 years of tech experience, positive-high energy, and personal touch driven by a passion for technology, innovation, and Hispanic culture. As the Board of Trustees Chair for CPS Energy, her focus is supporting policies and investment in technologies that are revolutionizing the way to generate, store, and transmit power. She leads and supports the company's strategy for digitalization, shaping the energy sector to put more power into the hands of the community.

She is a champion of higher education and founded Cascaron Bash in 2015 as an annual event to raise funds for scholarships and programs in the area for minority students to address the lack of representation in the fields of Science, Technology, Art, and Mathematics (STEAM) and start-up communities. Additionally, she created the online persona and brand LATINA CEO to inspire and mentor C-suite and women business owners.

Janie has an Associate of Arts from Palo Alto College, a Bachelor of Arts in Sociology from the University of Texas at San Antonio, and a graduate of the University of Texas at Austin Business Community Advancement Program.

Distinguished Speakers



DON GRAVES

*Deputy Secretary of Commerce
U.S. Department of Commerce*

Don Graves is the Deputy Secretary of Commerce, bringing decades of experience in the private sector, government, and nonprofits to the Department of Commerce. He served as Counselor to President Joe Biden during the 2020 presidential campaign. Prior to that, Graves served as Executive Vice President and Head of Corporate Responsibility and Community Relations at KeyBank.

During the Obama-Biden Administration, Graves served as Counselor and Domestic and Economic Policy Director. He was previously appointed as Executive Director of the President's Council on Jobs and Competitiveness and led the federal government's efforts in Detroit economic recovery. Graves served as Deputy Assistant Secretary for Small Business, Community Development, and Housing Policy in the U.S. Department of the Treasury and was also the U.S. Federal Representative to the G7 Task Force on Social Impact Investment.

He has served on the Board of Directors of the MetroHealth Foundation, the FDIC's Advisory Committee on Economic Inclusion, the Board of Trustees of the Community Reinvestment Fund, the Policy Advisory Board of the Biden Institute at the University of Delaware, the Board of Visitors of the Cuyahoga Community College, the Advisory Board of the Commission on Economic Inclusion, and as Co-Chair of Cleveland Rising.

Graves holds a Bachelor of Arts in Political Science and History from Williams College and a Juris Doctor from Georgetown University and is a fellow of the National Association of Public Administration.

Distinguished Speakers



INES HERNANDEZ

*Counselor for Equity
U.S. Department of Commerce*

Ines Hernandez is driven by her passion and commitment to building inclusive, resilient, and thriving communities. She has over 20 years of experience building cross-sector consensus that led to community and economic development policies and solutions with demonstrable results.

The U.S. Department of Commerce recently appointed Ines as its first-ever Counselor for Equity. In this newly created role, Ines works across the Department's 13 bureaus to institutionalize equity across all workstreams and advise senior leadership on policy design and implementation strategies that help advance the equity agenda within the Department's programs and strategic initiatives.

Most recently, Ines served as the inaugural Senior Economic Development Fellow for StartUP FIU where she connected the university to opportunities that foster entrepreneurship and build inclusive prosperity by leveraging its role as an anchor institution and innovation hub. In her prior role as SVP in Community Investment and Development at Citi, Ines was responsible for leading the bank's regional commitment to economic inclusion and leveraged philanthropy, business solutions and relationship expertise to launch and scale transformative programs with high social impact.

Distinguished Speakers



ANISA JOSHI

*Director of Sustainability
The Coca-Cola Company*

Anisha Joshi currently serves as Director of Sustainability at Coca-Cola North American. She has over 20 years' experience working at The Coca-Cola Company in a variety of Sustainability and Technical roles. In her current role, she is focused on embedding sustainability strategy across the organization to advance efforts towards 2025 & 2030 packaging, carbon, and water commitments. She holds a Bachelor's degree in Chemical Engineering from Georgia Tech, and MBA in Marketing from Georgia State University. Passionate about people and diversity, Anisha has held many leadership positions within the company's' Business Resource groups and served as Chairman of the Asian American affinity group in addition to serving as the Chairman for the Global Chapters of the Women's affinity group.

Distinguished Speakers



BRUCE KATZ

*Director and Founder
Nowak Metro Finance Lab
Drexel University*

Bruce Katz is the Founding Director of the Nowak Metro Finance Lab at Drexel University in Philadelphia. Previously he served as inaugural Centennial Scholar at Brookings Institution and as Vice President and Director of Brookings's Metropolitan Policy Program for 20 years. He is a Visiting Professor in Practice at London School of Economics, and previously served as chief of staff to the secretary of Housing and Urban Development and staff director of the Senate Subcommittee on Housing and Urban Affairs. Katz co-led the Obama administration's housing and urban transition team. He is coauthor of *The Metropolitan Revolution* and *The New Localism: How Cities Can Thrive in the Age of Populism*, editor or co-editor of several books on urban and metropolitan issues, and a frequent media commentator.

Distinguished Speakers



DOMENIKA LYNCH

*Vice President, The Aspen Institute
Executive Director, Aspen Institute Latinos and Society Program*

Domenika Lynch is the Executive Director of the Aspen Institute Latinos and Society Program, with the mission of empowering Latino communities and promoting long-term economic growth and resiliency. Domenika has overseen strategic planning, policy advocacy, and public affairs campaigns for nonprofits and corporations, increasing donor and stakeholder support and raising millions of dollars for organizational endowments.

Prior to joining the Aspen Institute, Lynch served as president and CEO of the Congressional Hispanic Caucus Institute, the preeminent Latino Leadership Institute. She previously spent more than a decade as executive director of the Latino Alumni Association at the University of Southern California. Previously Domenika held leadership positions at Bank of America and Univision.

Domenika currently serves on the Board of Directors of the Congressional Management Foundation, the Bank of America's National Community Advisory Council, and the Toyota North American Diversity Advisory Board. She also serves on the Council on Underserved Communities, which provides the U.S. Small Business Administration with input, advice, and recommendations on strategies to help strengthen competitiveness and sustainability for small businesses in underserved communities. Domenika is a graduate of the USC Price School of Public Policy, and received her master's degree from the USC Rossier School of Education.

Distinguished Speakers



MARK MADRID

Associate Administrator

U.S. Small Business Administration

The Honorable Mark Madrid is Associate Administrator for the Office of Entrepreneurial Development at the U.S. Small Business Administration. Mark reports directly to SBA Administrator Isabella Casillas Guzman, a member of President Biden's cabinet.

As a Presidential Appointee for the SBA, Mark leads a unit that supports hundreds of thousands of small businesses annually and oversees a primary technical resource, educational, and cybersecurity arm of the Agency. Collaborators include Small Business Development Centers, Women's Business Centers, SCORE, and the Office of Entrepreneurship Education, which houses the T.H.R.I.V.E. initiative. Additionally, he supports the SBA Office of Native American Affairs and leads the American Rescue Plan \$100 Million Community Navigator Pilot Program.

Previously, Mark served as CEO of the Latino Business Action Network and the Greater Austin Hispanic Chamber of Commerce. Prior to serving in nonprofit chief executive roles, he enjoyed a corporate executive banking career that began on Wall Street with J.P. Morgan.

Mark was the 2020 Recipient of the Latino Leaders Maestro Award for his lifetime accomplishments. Most recently he was honored with the Courage in Government award by the National Business Inclusion Consortium. He is a distinguished honoree with the Women Economic Forum.

Mark is a Jefferson Award recipient, an Honorary Colonel of the U.S. Army, and a member of the board of directors for the McCoy College of Business Foundation at Texas State University.

He is an honors graduate from the University of Texas at Austin and the University of Notre Dame, where he earned his Master's.

Distinguished Speakers



NADIA MARQUEZ PABST

*Vice President, Policy & Regulatory
Aypa Power*

Nadia's career has focused on the design of complex rules and regulations to help bring disruptive, green technologies to market. She currently serves as Vice President of Policy & Regulatory Affairs for Aypa Power, a Blackstone Portfolio Company that develops, owns, and operates utility-scale storage and hybrid renewable energy projects to decarbonize the grid.

Prior to Aypa, Nadia served as Vice President of Public Affairs and Chief of Staff to the CEO of Antenna Group, the nation's leading PR and communications agency for climate and sustainability leaders. Nadia also served as Head of U.S. State & Local Government Relations for General Motors' self-driving car company, Cruise, where she crafted laws and regulations for self-driving cars in over 40 U.S. markets while serving as the Co-Chair of the Autonomous Vehicle Subcommittee for the Bay Area Council and on the Policy Advisory Committee for sf.citi. She was also Founder & President of Latinx@Cruise, one of the company's first cultural diversity initiatives.

Prior to Cruise, Nadia worked for NextEra Energy / Florida Power & Light, the nation's largest electric utility and largest renewable energy developer in the world. Here, she oversaw political engagement with the U.S. Congress and Executive Branch on issues related to renewable energy, public utilities, and tax reform. Her background also includes leadership positions at the ACLU, Human Rights Watch, Vermont Climate Council, and U.S. Department of State. She remains deeply passionate about energy and environmental justice, and held the pen on the State of Vermont's Environmental Justice framework.

Distinguished Speakers



GLORIA MARTINEZ

*Owner, Chief Executive Officer and Chief Marketing Officer
Neo Broadband and 3Cycle*

Gloria Martinez is the founder and CEO of Neobroadband Inc. A business which since its inception in 2013 with only six employees has grown to five international locations with three divisions and over one hundred employees. For this and many other reasons, Gloria has been recognized by various organizations for her excellence in leadership and the performance of Neobroadband. Small Business Administration “Exporter of the Year for Florida”, Prospera “Success Stories”, GrowFL “Companies to Watch”, South Florida Business Journal “Top 25 Women Owned Businesses in Florida” and many others. Through her leadership and commitment to others and the community, she has also been recognized by the following organizations. The Dan Marino Foundation “Together we Win”, Autism Speaks “Top Teams for Support.” Gloria holds degrees in Marketing, Architecture, and Interior Design. Throughout all the growth and changes in the company, Gloria has kept one basic tenet at the forefront of her beliefs. “We believe in giving people and products a second chance.”

Distinguished Speakers



FRANKIE MIRANDA

*President and CEO
Hispanic Federation*

Frankie Miranda is the first openly gay president and CEO of the Hispanic Federation (HF), the nation's premier Latino non-profit membership organization. He took the helm of HF in December of 2019, shortly before COVID-19 was declared a national emergency.

Frankie has worked rapidly to address the urgent needs of Latino communities and Latino-serving nonprofits as they faced the disproportionate effects of the pandemic. During the pandemic, he grew the organization's programming while providing over \$33.5 million in COVID-related grants to more than 500 nonprofits in 41 states, Puerto Rico, and the District of Columbia.

Since joining HF in 1998, he has played a key role in expanding the organization's operations while also establishing critical programs that support hundreds of thousands of Latinos. Frankie launched disaster relief and resiliency projects in Puerto Rico that expanded the island's reliance on renewable energy and revitalized the coffee industry, a key sector of the local economy. He also established the Advance Change Together (ACT) Initiative, a program designed to empower organizations that support the Latinx LGBTQ+ communities. He also oversees HF's annual gala, which now raises more than \$3 million annually.

Frankie sits on the New York State Metropolitan Transit Authority (MTA) Board, the external Comcast Corporate DEI Advisory Council, and is a trustee of Fundación Banco Popular. He holds a BA in Political Science from the University of Puerto Rico and an MA in Performance Studies from New York University. Frankie lives in Queens with his husband Ricardo and cat Valentina.

Distinguished Speakers



RADHY MIRANDA

*Program Officer, U.S. Equity and Economic Opportunity
The Rockefeller Foundation*

Radhy Miranda is dedicated to bridging relations between large institutions and underserved communities. He supports equitable economic mobility by creating mutually beneficial cross-sector partnerships and engaging stakeholders to drive positive change. Radhy is a Program Officer in the U.S. Equity and Economic Opportunity team at The Rockefeller Foundation where he spearheads initiatives and collaborations that address systemic barriers and promote inclusive growth.

Prior to The Rockefeller Foundation, Radhy held leadership positions in organizations focused on community development. For over five years, Radhy worked at the New York City Economic Development Corporation (NYCEDC) as Vice President of Government and Community Relations. In that capacity, he fostered relationships in neighborhoods throughout the City, collaborated between City/State agencies, elected officials, local leaders, and civic organizations to push forward equitable development that is mindful of the existing neighborhood dynamics and needs. Before NYCEDC, he was the Assistant Director of Community Programs & Partnerships at Columbia University, where he implemented programs outlined in their Community Benefits Agreement as part of their 17-acre campus expansion into West Harlem.

Radhy was born in the Dominican Republic and grew up in the predominantly Hispanic section of Washington Heights, NYC. He graduated from Le Moyne College with a Bachelor of Science in Business Marketing & Management, and from Columbia University with a Master of Public Administration.

With a passion for serving underprivileged communities and his proven track record in community relations and program management, Radhy continues to dedicate his career to promoting equity, economic opportunity, and positive social change.

Distinguished Speakers



PATRICIA MOTA

*CEO, Hispanic Alliance for Career Enhancement
Co-Founder, SHENIX*

Patricia is the President & CEO of Hispanic Alliance of Career Enhancement (HACE), an organization committed to cultivating the pipeline of Latinx/a/os talent and providing insight, access and support to their careers. In this capacity Patricia leads the strategy, fundraising & development, leadership programs, and expanding the organization's national and international reach. Patricia is also co-founder of SHENIX™, a Fintech tool to close the Latina wealth gap. Patricia is a proud Mexican-American, Latina, daughter of immigrants, and first-generation college graduate and professional whose story is representative of those positively impacted by opportunities through HACE.

Patricia serves in capacities that garner access to education, meaningful jobs, and advancement, like the boards of the Associated Colleges of Illinois, Indiana University's O'Neil School of Public Affairs, Chicago Theological Seminary and Illinois Treasurer Charitable Trust. Patricia was awarded the SHERO award by the Center for Asian Pacific American Women in 2021, the Nonprofit HR Top Leaders to Watch in 2020, and Crain's Chicago Business Top 20 Most Powerful Latinos in Chicago in 2019.

Patricia has Bachelors of Arts in Spanish and Communication & Culture and a Master's in Public Affairs in Public Management from Indiana University. She holds executive leadership certificates from Kellogg School of Management at Northwestern University and the McDonough School of Business at Georgetown University. Patricia is a certified coach and Insights Discovery© licensed practitioner, and a 2022 World Economic Forum at Davos Delegate, 2019 Leadership Greater Chicago Fellow and 2019 Aspen Institute Festival of Ideas Scholar.

Distinguished Speakers



JUAN OTERO

*Senior Vice President of Diversity, Equity, and Inclusion
Comcast Corporation*

Juan Otero serves as Senior Vice President of Diversity, Equity, and Inclusion (DEI) for Comcast Corporation. In his role, he leads corporate DEI governance initiatives across the enterprise, manages the external Corporate Advisory Committee, which provides advice to senior executive teams and consists of external national leaders in the fields of business, public policy, academia and civil rights, and provides strategic counsel around Comcast's commitment to advancing social equality. Juan has overseen the growth of the company's DE&I data analytics team and has been instrumental in deploying a data-driven approach to advancing DE&I throughout the business.

Prior to joining Comcast, Juan served as a director for the National Governors Association and previously served as Deputy Director at the U.S. Department of Homeland Security (DHS). Before DHS, he worked as Principal Counsel for the National League of Cities.

Juan sits on the Easterseals National and Hispanic Federation boards, and co-chairs the Aspen Institute Latinos and Society's Task Force on Latino Digital Success. He also serves on the Panasonic Foundation's North America board of directors and the Center for Ethics, Diversity and Workplace Culture (CEDWC) at the Fox School of Business at Temple University. Previously, Juan sat on the boards of the Congressional Hispanic Caucus Institute, Congressional Hispanic Leadership Institute, and Studio Theater Board of Washington D.C.

Juan is a graduate of Cardozo School of Law where he earned a Juris Doctorate. He holds a Master of Public Administration from American University and a Bachelor of Arts in Political Science from The City College of New York.

Distinguished Speakers



LUKAS RODRIGUEZ

Real Estate Entrepreneur

Lukas Rodriguez is the brother of Paul Rodriguez aka “P Rod”. He is a recent graduate of the University of Miami where he studied the Business of Digital Media. While in high school he co-founded a YouTube channel called HYPEBEASTU that taught teenage boys how to dance, which reached 75,000 subscribers and millions of kids around the world, attracting national sponsors that helped pay for his college. The entrepreneurial fire was lit, but first he had to be the first man in his family to finish college. While he has big shoes to fill with a mother like TV Exec/Producer and bestselling author Nely Galán, a star professional athlete brother in P Rod, and a stepdad in commercial real estate, Lukas is forging his own path in entrepreneurship step by step, to eventually become self-made in real estate and in the entertainment industry.

Distinguished Speakers



PAUL RODRIGUEZ, JR.

Professional Skateboarder, Entrepreneur and Investor

Paul Rodriguez, aka “P Rod”, is a professional skateboarder who was recognized as a prodigy at the age of 14. He is well respected for his skateboard mastery and excels in street skating, which uses stair rails, benches and curbs as launching pads for tricks. His consistency, effortless style and persistence led Paul to travel far from his hometown of Northridge, CA to streets around the world.

Nike began sponsoring P Rod in 2004. In 2005 his first signature Nike shoe, the Zoom Air Paul Rodriguez became a bestseller. Since then, he has launched 10 signature Nike Shoes, the first Latino and the first skateboarder in the elite company of superstars Kobe Bryant, LeBron James, Kevin Durant and Michael Jordan.

Paul has also been endorsed by Plan B Skateboards, Silver Trucks, Hubba Wheels, Ogio Backpacks, Von Zipper Sunglasses, Nixon Watches, Amp’d Mobile and Mountain Dew. Most recently he has been working with A Shoc Energy Drink.

His father is the legendary comedian/ film and television actor Paul Rodriguez Sr., and P Rod has followed suit acting in several films and television series like The Curse of La Llorona, Street Dreams, Grind and the Selena series on Netflix. He also appeared in several Tony Hawk video games.

In 2008, Paul began his entrepreneurial journey founding Primitive, a skateboard and apparel company and co- founded Saint Archer’s Brewery in 2012. Paul continues as an angel investor for start- ups skaters and young entrepreneurs.

Distinguished Speakers



FRANCISCO SANCHEZ

*Partner
Holland & Knight*

Rory Slatko is the Deputy Director of Public Engagement in the Office of the Secretary at the U.S. Department of Commerce, where he leads efforts to advance direct dialogue between the Administration, the private sector and civil society, and the American public. Most recently, Rory was a Vice President managing communications and firm operations, including sustainability and cybersecurity at Artemis Real Estate Partners, a \$9 billion diversified real estate private equity platform, where he started as Chief of Staff to the Co-Founder and CEO. Rory previously served at the U.S. Department of Commerce under Secretary Penny Pritzker. Additionally, Rory served as one of the nation's youngest elected officials, following his election as an Advisory Neighborhood Commissioner while studying at American University in Washington, DC.

Distinguished Speakers



RORY SLATKO

*Deputy Director of Public Engagement
U.S. Department of Commerce*

Rory Slatko is the Deputy Director of Public Engagement in the Office of the Secretary at the U.S. Department of Commerce, where he leads efforts to advance direct dialogue between the Administration, the private sector and civil society, and the American public. Most recently, Rory was a Vice President managing communications and firm operations, including sustainability and cybersecurity at Artemis Real Estate Partners, a \$9 billion diversified real estate private equity platform, where he started as Chief of Staff to the Co-Founder and CEO. Rory previously served at the U.S. Department of Commerce under Secretary Penny Pritzker. Additionally, Rory served as one of the nation's youngest elected officials, following his election as an Advisory Neighborhood Commissioner while studying at American University in Washington, DC.

Distinguished Speakers



ABRAHAM TUEME

*Director of Sustainability
Coca-Cola Southwest Beverages*

Abraham Tueme is Director of Sustainability for Arca Continental Coca-Cola Southwest Beverages, one of the largest Coca-Cola bottlers in the United States, and a subsidiary of Arca Continental.

His role entails the definition and execution of the company's sustainability strategy. Prior to this role, Abraham served as Corporate Chief of Environment for Arca Continental, where he was responsible for the environmental performance of Arca Continental's subsidiaries in Mexico, Argentina, Ecuador, Peru, and the United States.

During his time in Arca Continental, Abraham led the company's first photovoltaic system install, as part of the Green Distribution Center model, a state-of-the-art facility designed for sustainability. Most recently, he developed Coca-Cola Southwest Beverages closed-loop plastic model, allowing the organization to integrate 50% recycled content across their PET portfolio, while capturing over 150 million pounds of PET for recycling.

In his free time, Abraham enjoys spending time with family and searching for the best taco in Dallas.

Distinguished Speakers



NINA VACA

*Chairman and CEO
Pinnacle Group*

Nina Vaca founded Pinnacle Group in 1996 and has served as its Chairman and CEO. What started as a one-woman IT staffing firm has grown into a global workforce solutions powerhouse serving industry leaders in financial services, technology, communications & media, transportation, and utilities. Today, Pinnacle serves customers in over 20 countries and has been included in the Inc. 500/5000 list of fastest-growing companies 13 times. In 2015 and 2018 it was named the fastest-growing women-owned/led company by the Women Presidents' Organization.

Nina has received numerous awards and recognition for her business success, including the Ernst & Young Entrepreneur of the Year and the Goldman Sachs Most Intriguing Entrepreneur awards. In 2016 she was inducted into the Minority Business Hall of Fame and in 2017 she was named a Trailblazing Woman in Labor and Business by the Women's History Project.

Nina is a committed civic leader and philanthropist, and as a seasoned public company director, has advocated for diversity in the boardroom and the C-suite. In 2014, Nina was appointed by the White House as an inaugural member of the Presidential Ambassadors for Global Entrepreneurship (PAGE) program, spreading the power of entrepreneurship to individuals, families, and communities globally.

A graduate of Texas State University, she was the youngest Distinguished Alumna in school history and in 2020 established the Nina Vaca Innovation & Entrepreneurship Endowment. She completed the Corporate Governance Executive Program at Harvard University and in 2016 became a Henry Crown Fellow at the Aspen Institute. For her work in the community and business success she received honorary doctorates from Northwood University, Mount Mary University, and Berkeley College.

Distinguished Speakers



MIKE VALDES-FAULI

*President
Chemistry Cultura*

An award-winning marketing executive, Mike Valdes-Fauli is Chief Operating Officer of Chemistry and President of its multicultural division, Chemistry Cultura. He runs one of the fastest-growing agencies in the country, with current clients including Carnival Cruise Line, Coca-Cola, Comcast, Heineken, Microsoft, NFL and Tecate. Previously, Mike was President of JeffreyGroup, a communications firm with 220 employees across Latin America; an Account Director at Conexion; marketer for Universal Pictures in Los Angeles; and political campaign executive with Fleishman-Hillard in Washington D.C.

He sits on the Board of Directors of United Way Miami and the Aspen Institute Latinos & Society Program. Previously he sat on the Charter Review Committee for Miami-Dade County, the Boards of Capital Bank (BBVA), St. Jude's, Miami Marine Stadium, The Wolfsonian-FIU, the Greater Miami Chamber of Commerce Livability Task Force, and CEAL, a Latin American leadership council.

He is the recipient of the "Pioneer of the Year" award from HPRA, a two-time Co-Chairman of Hispanicize, a past judge at the CLIO Awards and was recognized by four organizations as a "40 Under 40" recipient.

He is also an accomplished writer who has been featured in Forbes, The New York Times, Wall Street Journal, CNN, Ad Age, AdWeek, PR Week, The Miami Herald, Miami Today, Minorities in Business, Hispanic Target and the New Times.

A graduate of Tulane University, Mike lives in Miami with his wife and three sons.

Distinguished Speakers



EDMERSON VASQUEZ

*Owner, Chief Executive Officer
Neo Broadband and 3Cycle*

Edmerson Vasquez is the Co-founder and COO of Neobroadband Inc. Through his hard work and dedication, he reached the position of CEO at International Cable by the age of 28. Not satisfied with working hard for someone else's vision, he took the risk and founded his own company Neobroadband before the age of 30. Since its creation Neobroadband has grown from a company with 6 employees to over 100 employees and 5 divisions. From Repair Centers to the Recycling of Electronic goods, each division is designed to meet a specific market and customer needs.

The most important factor in all of the principals that have driven Edmerson is that of giving back and making a difference in the world. It started at an early age for Edmerson when he went on missions around the world to help those in need. It can clearly be seen in the founding of the A4Austism Foundation and the work the companies have done to help those in need. Working with foundations dedicated to giving people and second chance. The Miami Rescue Mission, The Dan Marino Foundation, Riverwalk Half-way House and other organizations around the world.

The company has not only grown under his leadership, but has been recognized by leading organizations, Small Business Association "Exporter of the Year", GrowFL "Companies to Watch" just to list a few. Edmerson works and lives by the idea to always keep moving forward and challenge yourself and others to be better and do better than before.

Distinguished Speakers



AMBASSADOR GADDI VASQUEZ

*Advisory Board Chair
Aspen Institute Latinos and Society Program
Former U.S. Ambassador*

Ambassador Gaddi Vasquez has served in leadership roles at the local, state, and federal levels of government.

Most recently, he served as senior vice president of government affairs for Edison International and Southern California Edison. He was responsible for government relations activities at the federal and state level, as well as local public affairs.

From 2006 to 2009, He served as U.S. Ambassador to the United Nations Organizations in Rome, Italy, including the World Food Program, the UN Food and Agriculture Organization and the International Fund for Agricultural Development. From 2002-2006, he served as Director of the U.S Peace Corps where he led the international volunteer service organization with volunteers and staff serving in 78 countries.

Early in his career, he served as an Orange County, California County Supervisor, and as chief deputy appointments secretary to California Governor George Deukmejian. He has served on the President's Commission on White House Fellowships, the California Criminal Justice Council, the American Council of Young Political Leaders, and the board of the National Association of Latino Elected and Appointed Officials Educational Fund. Ambassador Vasquez is a graduate of the University of Redlands and the recipient of 6 honorary doctorate degrees.

Distinguished Speakers



JORGE ZAMANILLO

Founding Director

Smithsonian's National Museum of the American Latino

Jorge Zamanillo is the founding director behind the Smithsonian's National Museum of the American Latino, which Congress established in December 2020 to illuminate the invaluable contributions of Latinos to the United States. Tasked with providing leadership and strategic vision, Zamanillo spearheads comprehensive plans to safeguard, document, interpret and promote awareness of US Latino heritage. He leads new initiatives such as collaborations with other cultural partners and stakeholders, digital resources, exhibitions, and fundraising endeavors. In a significant stride, the museum inaugurated the Molina Family Latino Gallery, its first exhibition space, in June 2022 at the National Museum of American History.

Previously, Zamanillo was the executive director and CEO of HistoryMiami Museum. He joined the museum in 2000 as a curator and subsequently served in several leadership positions before becoming its director. Before joining HistoryMiami Museum, Zamanillo was an archaeologist at the non-profit cultural resource management firm Archaeological and Historical Conservancy Inc. in Miami. He currently serves as the board chair of the American Alliance of Museums.

Born in New York City, Zamanillo grew up in Miami. He earned a bachelor's degree in anthropology at Florida State University in Tallahassee and his master's in museum studies at the University of Leicester in Leicester, England.

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The Aspen Institute Latinos and Society's mission is to empower and promote long-term economic growth and resiliency in Latino communities throughout the United States. Aspen Latinos leverages the Aspen Institute's unique convening power and deep network of leaders from the public, private, nonprofit, and philanthropic sectors to advance needed public and corporate policy that maximizes the economic potential of Latino communities, especially small and medium-sized enterprises. With a focus on equity, workforce upskilling, and entrepreneurial ecosystem-building, Aspen Latinos sources data-driven, community-informed, and culturally relevant solutions to untap the economic potential of Latino workers, business owners, and entrepreneurs, to the benefit of the nation.

For more information, visit
www.aspenlatinos.org

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The Aspen Institute is a global nonprofit organization committed to realizing a free, just, and equitable society. Founded in 1949, the Institute drives change through dialogue, leadership, and action to help solve the most important challenges facing the United States and the world. Headquartered in Washington, DC, the Institute has a campus in Aspen, Colorado, and an international network of partners.

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